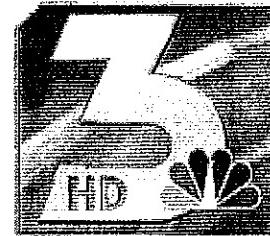


ORDER



| | | | | |
|------------|----------------------|--|-------------------------|--------------|
| Orders | Order / Rev: | 103575 | Primary AE: | Amy McCreary |
| | Alt Order #: | 06829900 | Sales Office: | BLPHI |
| | Product Desc: | HELLER FOR SENATE | Sales Region: | National |
| | Estimate: | | | |
| | Flight Dates: | 08/29/12 - 09/04/12 | | |
| | Original Date / Rev: | 06/26/12 / 09/07/12 | | |
| | Order Type: | GENERAL | | |
| Agency | Name: | Strategic Media Services, Inc. | Billing Type: | Cash |
| | Buying Contact: | | Billing Calendar: | Broadcast |
| | Billing Contact: | 3299 K St. NW Washington, DC 20007 | Billing Cycle: | EOM/EOC |
| | | | Agency Commission: | 15% |
| Advertiser | Name: | Heller, Dean for U.S. Senate <i>[Handwritten: Revised]</i> | New Business Thru: | |
| | Demographic: | A35+ | Order Separation: | 00:05:00 |
| | Product Codes: | PLC01 | Advertiser External ID: | |
| | Priority: | SELECT PRIORITY CODE | Agency External ID: | |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN | | |

Bill Plan

| Start Date | End Date | # Spots | Totals | | | | |
|------------|----------|---------|-------------|-------------|--------------|-------------|--------|
| | | | Month | # Spots | Gross Amount | Net Amount | Rating |
| 08/27/12 | 09/04/12 | 50 | \$36,425.00 | \$30,961.25 | 0.00 | | |
| | | | Totals | 50 | \$36,425.00 | \$30,961.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 23% | \$36,425.00 |
| Market | 100% | \$158,369.57 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 36% | \$57,013.04 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 18% | \$28,506.52 |
| KTUD | 1% | \$1,583.70 |
| KVVU | 15% | \$23,755.43 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$11,085.87 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|--------------------------|-------|-------------------|------|-----|-------------|---------------|-----|-----|------|------------|--------|
| E 1 | KSNV | 08/29/12 | 08/31/12 | M-F 5-6a WakeUp w/Wagner | 5-6a | --WTF-- | :30 | 3 | \$400.001 | 0.00 | NM | | 3 | \$1,200.00 | |
| M-F 5-6a WakeUp w/Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 08/27/12 | 09/02/12 | --WTF-- | | 3 | | | \$400.00 | 0.00 | | | | | |

Order / Rev: 103575
Alt Order #: 06829900
Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|----------------------------|-------|-------------------|---------|-----|-------|-------------|------|---------------|------|-------|------------|
| E 1 | KSNV | 08/29/12 | 08/31/12 | M-F 5-6a WakeUp w/WagM | | 5-6a | --WTF-- | :30 | 3 | \$400.001 | 0.00 | NM | | 3 | \$1,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 --WTF-- 3 \$400.00 0.00 | | | | | | | | | | | | | | | |
| E 2 | KSNV | 09/03/12 | 09/04/12 | M-F 5-6a WakeUp w/WagM | | 5-6a | MT----- | :30 | 2 | \$400.001 | 0.00 | NM | | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 MT----- 2 \$400.00 0.00 | | | | | | | | | | | | | | | |
| E 3 | KSNV | 08/29/12 | 08/29/12 | M-F 6-7a WakeUp w/WagM | | 6-7a | --W---- | :30 | 1 | \$700.001 | 0.00 | NM | | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 --W---- 1 \$700.00 0.00 | | | | | | | | | | | | | | | |
| E 4 | KSNV | 09/03/12 | 09/03/12 | M-F 6-7a WakeUp w/WagM | | 6-7a | M----- | :30 | 1 | \$700.001 | 0.00 | NM | | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00 | | | | | | | | | | | | | | | |
| E 5 | KSNV | 09/04/12 | 09/04/12 | Today Show | CM | 658a-9am | -T----- | :30 | 1 | \$1,400.001 | 0.00 | NM | | 1 | \$1,400.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 -T----- 1 \$1,400.00 0.00 | | | | | | | | | | | | | | | |
| E 6 | KSNV | 08/30/12 | 08/30/12 | Today Show | CM | 658a-9am | ---T--- | :30 | 1 | \$1,400.001 | 0.00 | NM | | 1 | \$1,400.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 ---T--- 1 \$1,400.00 0.00 | | | | | | | | | | | | | | | |
| E 7 | KSNV | 08/29/12 | 08/31/12 | M-F Today Show II 3rd HCM | | 9-10a | --W-F-- | :30 | 2 | \$500.001 | 0.00 | NM | | 2 | \$1,000.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 --W-F-- 2 \$500.00 0.00 | | | | | | | | | | | | | | | |
| E 8 | KSNV | 09/04/12 | 09/04/12 | M-F Today Show II 3rd HCM | | 9-10a | -T----- | :30 | 1 | \$500.001 | 0.00 | NM | | 1 | \$500.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 -T----- 1 \$500.00 0.00 | | | | | | | | | | | | | | | |
| E 9 | KSNV | 09/03/12 | 09/04/12 | M-F Today Show III 4th IBM | | 10am-11am | -T----- | :30 | 2 | \$325.001 | 0.00 | NM | | 2 | \$650.00 |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 -T----- 2 \$325.00 0.00 | | | | | | | | | | | | | | | |
| E 10 | KSNV | 08/29/12 | 08/31/12 | M-F Today Show III 4th IBM | | 10am-11am | --WTF-- | :30 | 3 | \$325.001 | 0.00 | NM | | 3 | \$975.00 |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 --WTF-- 3 \$325.00 0.00 | | | | | | | | | | | | | | | |
| E 11 | KSNV | 08/30/12 | 08/31/12 | Noon News | CM | 12-1230pm | ---TF-- | :30 | 2 | \$425.001 | 0.00 | NM | | 2 | \$850.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/27/12 09/02/12 ---TF-- 2 \$425.00 0.00 | | | | | | | | | | | | | | | |
| E 12 | KSNV | 09/03/12 | 09/04/12 | Noon News | CM | 12-1230pm | -T----- | :30 | 1 | \$425.001 | 0.00 | NM | | 1 | \$425.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/03/12 09/09/12 -T----- 1 \$425.00 0.00 | | | | | | | | | | | | | | | |
| E 13 | KSNV | 09/03/12 | 09/04/12 | | CM | 5-630p | MT----- | :30 | 4 | \$1,000.001 | 0.00 | NM | | 4 | \$4,000.00 |

Order / Rev: 103575
Alt Order #: 06829900
Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Order / Rev: 103575 Advertiser: Heller, Dean for U.S. Senate
 Alt Order #: 06829900 Product Desc: HELLER FOR SENATE KSNV
 Flight Dates: 08/29/12 - 09/04/12 Estimate:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------|------|-------------------|-----------------|--|-------|-------------------------|---------|-----|-------------|-----------|------|-----|--------|-------|-------------|
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | -----S- | | | | | | | | | | | |
| E 23 | KSNV | 09/01/12 | 09/02/12 | Sa-Su Early News Sa-Su Early News | CM | 5pm-630pm | -----SS | :30 | 2 | \$650.001 | 0.00 | NM | | 2 | \$1,300.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | -----SS | | | | | | | | | | | |
| E 24 | KSNV | 09/02/12 | 09/02/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$625.001 | 0.00 | NM | | 1 | \$625.00 |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | -----S | | | | | | | | | | | |
| E 25 | KSNV | 09/02/12 | 09/02/12 | Sports Night in Las Vegas Sports Night in Las Vegas | CM | Sun 1135p-1200a | -----S | :30 | 1 | \$400.001 | 0.00 | NM | | 1 | \$400.00 |
| SPORTS NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | -----S | | | | | | | | | | | |
| N 26 | KSNV | 08/29/12 | 08/29/12 | Noon News Noon News | CM | 12-1230pm | --W---- | :30 | 1 | \$425.001 | 0.00 | NM | | 1 | \$425.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | --W---- | | | | | | | | | | | |
| N 27 | KSNV | 08/29/12 | 08/30/12 | Wheel of Fortune in PRIME Wheel in Prime | CM | M-SA 8-11p / SUN--WT--- | :30 | 2 | \$1,000.001 | 0.00 | NM | | | 1 | \$1,000.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | --WT--- | | | | | | | | | | | |
| N 28 | KSNV | 08/29/12 | 08/30/12 | Face to Face in PRIME CM Face to Face in PRIME | CM | 8-11pm | --WT--- | :30 | 2 | \$800.001 | 0.00 | NM | | 2 | \$1,600.00 |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 08/27/12 | 09/02/12 | --WT--- | | | | | | | | | | | |
| N 29 | KSNV | 09/03/12 | 09/04/12 | M-F Today Show III 4th IBM Today 4th Hour | CM | 10am-11am | MT----- | :30 | 1 | \$325.001 | 0.00 | NM | | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | MT----- | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 50 | \$36,425.00 |